



*How to:*

# **RUN A RAFFLE FUNDRAISER!**

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**NEW ZEALAND  
RED CROSS**  
RIPEKA WHERE AOTEAROA



# Run a raffle fundraiser!

A raffle is an exciting and quick way to fundraise. Gather awesome prize items and sell your tickets! There are some important legalities you need to consider when running a raffle.

- 1 IMPORTANT: Raffle Legalities.** Familiarise yourself with the legal rulings around raffles. Raffles in New Zealand are considered gambling and MUST abide by the law. Please read all guidelines in this toolkit before gathering your raffle prizes. It's important to note that there is a legal \$5,000 limit for prizes and winnings earned, so please ensure this is not exceeded during your fundraiser.
- 2 Book your raffle.** First you need to establish a date, time, and venue (if you are holding it in conjunction with another event, you can skip this part). Allow around 2 months to source your prizes and 3 weeks for selling raffle tickets. The tickets should only be sold by authorised event organisers.
- 3 Brainstorm prize ideas.** Think food hampers, useful gadgets, kitchen equipment, vouchers, experiences, etc. It is illegal to raffle prizes such as firearms, liquor, or tobacco products. Please find the full list of prohibited prizes on the [DIA website](#).<sup>1</sup> Approach local companies to ask for prize donations. Just ensure the total prize value does not exceed \$5000. Record who you approach for prizes and what they gave, so you have a reference list if this event is held again. If purchasing prizes, ensure you know the minimum number of tickets you will need to sell in order to cover costs.

*Top Tip: you may hold a raffle with another fundraising event, such as a quiz night. This will help boost ticket sales.*

## Raffle legalities:

[NZ Police Housie, raffles and games of chance safety information](#) <sup>2</sup>

[Department of Internal Affairs Raffle guidance](#) <sup>3</sup>

.....  
All types of gambling:

[Department of Internal Affairs gambling factsheet](#) <sup>4</sup>



**Downloadable resources and links are at the end of this toolkit**

- 4 **Organise your supplies and equipment.** Please find a helpful list of all the equipment you will need included in this toolkit. If your event is themed, organise decorations for your venue. Print posters to put around or purchase streamers and balloons. You will also need to gather supplies to package the prizes. Will they be in hampers? Individually wrapped? Put in gift bags? You decide!
- 5 **Read the health and safety guide.** Ensure your area is safe using the handy health and safety guide included in this toolkit. Everyone who will be handling food and serving it to the public will also need to read the food health and safety rules below and follow safe hygiene practices.
- 6 **Time to sell raffle tickets.** You can purchase a ticket stub book from most \$2/ bargain shops or stationery stores in packs. You will need to decide how much you would like to sell each ticket for. Please note tickets must only be purchased in-person, even if you are promoting your event online. You will need a class 3 gambling license if you wish to sell tickets online or over the phone.
- 7 **Advertise your event.** You can use the poster template and social media caption template provided for quick and easy advertising. Or if you would like to create your own, we request that you do not use the New Zealand Red Cross logo. If you would like more information on why there are rules around the use of the Red Cross emblem and our logo, please [visit the Red Cross website](#).<sup>5</sup> Email your friends, family and colleagues and let them know you are hosting a raffle and where to come and purchase the tickets in person. Package your items in hampers/ baskets and use photos of prizes to promote your event and excite those purchasing the tickets.
- 8 **Thank your prize donors.** Thank those businesses that donated raffle prizes using the email helpful email template included in this toolkit.
- 9 **Time to draw the winner.** Now that everyone has their tickets, and prizes have been purchased and wrapped, it is time to draw the winner. It is important to do this fairly as it is a game of chance. You could use [Google's random number generator](#)<sup>6</sup> or physically mix up the tickets and pick out the winner. Please ensure you complete the draw in the presence of others, this provides a level of transparency, which is always important.
- 10 **At the end of the event.** Count your funds, thank your team, and celebrate your successful raffle fundraiser.

[Ministry for Primary Industries fundraising food health and safety](#).<sup>7</sup>

**Downloadable resources and links are at the end of this toolkit**

# RAFFLE FUNDRAISER LEGAL REQUIREMENTS

When running a raffle fundraiser there are strict legal requirements that apply to everybody. Please find some of these rules below and read through [the Department of Internal Affairs guidance](#). We strongly encourage you read through all articles linked from official New Zealand Government websites.

*Gambling in New Zealand is regulated by the Gambling Act 2003.*

**Maximum prize value: Class 1 gambling.** The first requirement you will need to remember when planning your raffle fundraiser is the total value of the prizes and the estimated value of earnings\*. The [Department of Internal Affairs factsheet](#)<sup>3</sup> states that the total value of prizes and earnings must not exceed \$500 if an individual is running the raffle. This is considered class 1 gambling and only one session (a session refers to the time the tickets are sold to the drawing of winners) can be held per day.

**Class 2 gambling.** If the total earnings are between \$500 - \$25,000 then the total value of prizes cannot exceed \$5,000. This is considered class 2 gambling. Class 2 is for Societies (Large business or group). If you are a large business or group running a raffle more than one session a day can, be held but all proceeds need to benefit the community and be used for an 'authorised purpose'. Please find a full list of [authorised purposes on the Department of Internal Affairs website](#).<sup>8</sup>

**Class 3 gambling.** If the total value of prizes exceeds \$5,000 then this is considered class 3 gambling and will require a license. Class 1 and 2 do not require a license. Authorised Purpose: Proceeds must benefit your community, not an individual or business. For example, an 'Authorised Purpose' is fundraising to help/ benefit your community and not an individual.

**Illegal prizes.** It is illegal to raffle prizes such as firearms, liquor, or tobacco products. Check out the full list of [prohibited prizes on the Department of Internal Affairs website](#).<sup>1</sup> There are no legal restrictions surrounding using cash as prizes as long as you stick to the dollar amount parameters above.

**Selling tickets.** Selling tickets online or over the phone requires a Class 3 license. You can still use social media to promote your raffle, but tickets must be sold in person if Class 1 or 2.

*\*Estimated value of earnings is the number of tickets sold times the cost of a single ticket.*

**Downloadable resources and links are at the end of this toolkit**

# EMAIL TEMPLATE 1: GATHERING PRIZES

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Kia ora **[Name]**,

My name is **[Name]**, I am writing today to ask if **[Business name]** would consider donating a prize for our local raffle fundraiser. We are hoping to confirm all prizes by **[Date]** and the raffle will be drawn on **[Date]**.

We are fundraising locally to raise vital funds for the humanitarian work New Zealand Red Cross does here in Aotearoa New Zealand and overseas.

The money we raise will go towards ensuring New Zealand Red Cross can continue to deliver life changing programmes. New Zealand Red Cross delivers over 700,000 Meals on Wheels each year, supports former refugee families as they settle into their new home, and trains and deploys domestic Disaster Welfare and Support Teams and International Delegates.

We do hope it will be possible for you to donate an item for our raffle – we would appreciate your support.

Thank you for your consideration.

**[Sign off]**

Send 🗑️ ▼

Download this template here:  
[redcross.org.nz/toolkit-templates](https://redcross.org.nz/toolkit-templates)<sup>9</sup>

**Downloadable resources and links are at the end of this toolkit**

# EMAIL TEMPLATE 2: THANKING SPONSORS

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Kia ora **[Name]**,

I am reaching out to you to thank you for your generous donation for our raffle fundraiser for New Zealand Red Cross. Because of people like you, we can continue to raise vital funds for those in need in our communities and around the world. The work New Zealand Red Cross does could not be possible without fundraising and you have helped to make our event a huge success.

We were able to raise a total of **[\$ amount]**. This money will help to provide critical support in times of emergency, deliver warm meals for those who struggle to cook for themselves and support refugee families as they settle into their new lives in New Zealand.

Thank you again for the kindness you have shown and your support for a very worthy cause.

**[Sign off]**

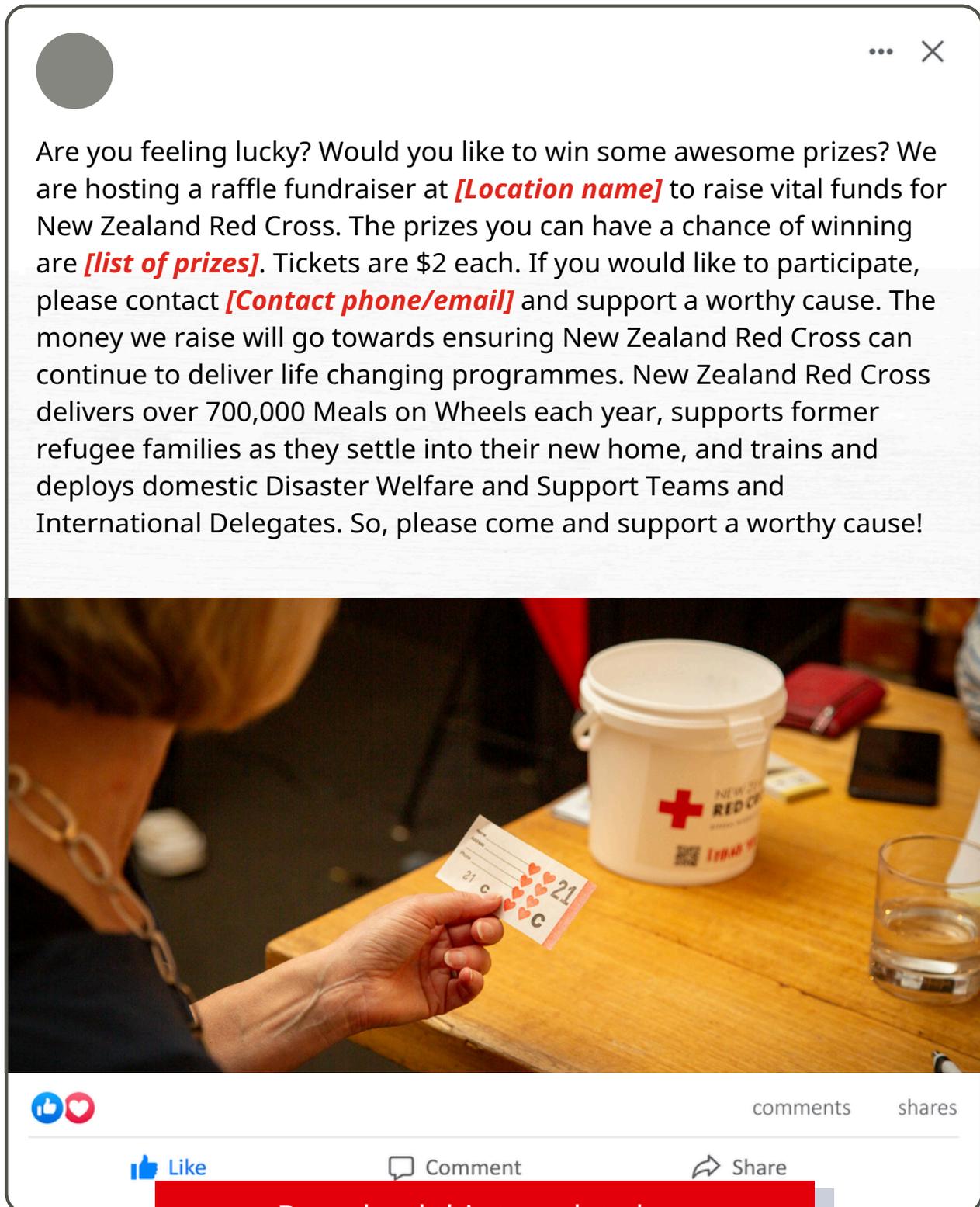
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# SOCIAL MEDIA POST TEMPLATE: LONG VERSION

This template is a guide, please feel free to adjust it to suit your purposes.



Are you feeling lucky? Would you like to win some awesome prizes? We are hosting a raffle fundraiser at **[Location name]** to raise vital funds for New Zealand Red Cross. The prizes you can have a chance of winning are **[list of prizes]**. Tickets are \$2 each. If you would like to participate, please contact **[Contact phone/email]** and support a worthy cause. The money we raise will go towards ensuring New Zealand Red Cross can continue to deliver life changing programmes. New Zealand Red Cross delivers over 700,000 Meals on Wheels each year, supports former refugee families as they settle into their new home, and trains and deploys domestic Disaster Welfare and Support Teams and International Delegates. So, please come and support a worthy cause!



Like Comment Share

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**Downloadable resources and links are at the end of this toolkit**

# SOCIAL MEDIA POST TEMPLATE: SHORTER VERSION

This template is a guide, please feel free to adjust it to suit your purposes.



Are you feeling lucky? Would you like to win some awesome prizes? We are hosting a raffle fundraiser at **[Location name]** to raise vital funds for New Zealand Red Cross. The prizes you have a chance of winning are **[list of prizes]**. Tickets are \$2 each. If you would like to participate, please contact **[Contact phone/email]** and support a worthy cause.

**OR**

[Who is holding the fundraiser]

[Why?]

[Where?]

[Who would you like to come?]



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[redcross.org.nz/toolkit-templates](https://redcross.org.nz/toolkit-templates)<sup>9</sup>

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# RAFFLE FUNDRAISER HEALTH & SAFETY

Keep the health and safety of yourself and others in mind throughout this activity. The best time to do this is while planning the event. Keeping privacy in mind, check whether there are any pre-existing conditions for team members that need some preparation or awareness, for example, asthma. Talk with the other volunteers about the things that could cause harm, and what steps you'll take to keep people safe.

## 1 Think about potential sources of harm, such as:

- Tripping and slipping hazards  
[WorkSafe guidance on managing slips, trips and falls](#)<sup>10</sup>
- Sharp objects
- Lifting/transporting heavy or awkward items  
[WorkSafe guidance on lifting, carrying, pushing and pulling](#)<sup>11</sup>
- Vehicle movements (e.g. if in a carpark)
- The environment - heat, cold, sun or rain  
[WorkSafe guidance on temperature at work](#)<sup>12</sup>
- Emergency situations such as extreme weather, a fire, earthquake or a medical emergency. Do you know where your evacuation area is, where to find first aid equipment and where the closest fire extinguishers are located?
- Injuries and illnesses – it's good practice to have a first aid kit on hand.  
[WorkSafe also has comprehensive guidance on managing risks at events](#)<sup>13</sup>

## 2 Dealing with abuse or aggression from the public

Very rarely, volunteers carrying out fundraising activities may experience negative behaviour from members of the public. If you experience this type of situation:

- Keep your own safety front of mind. You should immediately leave the activity and seek assistance from others if you feel unsafe at any point.
- If fearful for your or others safety, ask someone else to call the police - either **111** if the behaviour is **currently happening**, or **105** to report it **after the fact**.
- Direct any specific questions or challenges about New Zealand Red Cross to the website and let the person know there is lots of information there. You can say you are just fundraising for New Zealand Red Cross and that you do not have all the information they're after.

- Wherever possible, try to always have at least two volunteers on duty at your activity.

### 3 Hygiene and food safety

- There are strict health and safety rules for holding a fundraiser and handling/ serving food to the public. Learn more about Food Health and Safety
- **Ministry for Primary Industries guidance on fundraising, community, and social event food safety.**<sup>14</sup>
- When handling food, you will need to wear gloves and always use hand sanitiser where you cannot wash your hands. Make sure all surfaces are sanitised and wiped down before and after the event. Food will need to be in a fridge to be kept at an optimal temperature the entire day, when not out on tables. Even when on tables be conscious how long food has been out for. Ensure food is labelled and dietary information is clearly marked. Allergies are common, so you will need to ensure there is no cross contamination, and use different tongs, gloves and serving platters. Read more information about **food allergies and intolerances** from the Ministry for Primary Industries.<sup>15</sup>

### 4 Familiarise yourself with the Food Act

You do not need to register under the Food Act if you are selling food:

- To fundraise less than 20 times a year
- Once in a calendar year at an event like a local fair
- Provided by members of sports or social clubs – where food is not the event's purpose.

### 5 Money handling

- When swapping shifts with other volunteers, please ensure they are aware of where the money is. Someone will need to always watch the collection bucket.
- When handling/ counting money ensure you do it in a non-crowded area with a buddy.
- When traveling with money ensure it is in an opaque non-identifiable bag and preferably travel with a buddy to deposit it.

***Downloadable resources and links are at the end of this toolkit***



# RAFFLE FUNDRAISER

**Date:**

**Time:**

**Place:**

Download Poster Template here:  
[redcross.org.nz/toolkit-templates](https://redcross.org.nz/toolkit-templates)<sup>9</sup>

*Downloadable resources and links are at the end of this toolkit*

**All proceeds go to New Zealand Red Cross**  
in its mission to help improve the lives of vulnerable  
people here in Aotearoa New Zealand and overseas.

# LINKS AND RESOURCES

- 1 <https://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-The-Rules-for-Running-a-Gambling-Activity/#eight>
- 2 <https://www.police.govt.nz/advice-services/personal-and-community-safety/housie-and-raffles/housie-raffles-and-games-chance>
- 3 [https://www.dia.govt.nz/diawebsite.nsf/Files/Lotterygamerules04/\\$file/Guidance-for-running-a-raffle-lottery-English.pdf](https://www.dia.govt.nz/diawebsite.nsf/Files/Lotterygamerules04/$file/Guidance-for-running-a-raffle-lottery-English.pdf)
- 4 [https://www.dia.govt.nz/diawebsite.nsf/wpg\\_URL/Services-Casino-and-Non-Casino-Gaming-Fact-Sheets-\(Gambling-Act-2003\)](https://www.dia.govt.nz/diawebsite.nsf/wpg_URL/Services-Casino-and-Non-Casino-Gaming-Fact-Sheets-(Gambling-Act-2003))
- 5 <https://www.redcross.org.nz/aboutus/what-we-stand-for/red-cross-emblems/>
- 6 <https://www.google.co.nz/search?q=random+number+generator>
- 7 <https://www.mpi.govt.nz/food-business/starting-a-food-business/exemptions-from-the-food-act/fundraising-and-community-event-food-safety-rules/>
- 8 [https://www.dia.govt.nz/diawebsite.nsf/wpg\\_URL/Services-Casino-and-Non-Casino-Gaming-Examples-of-Authorised-Purposes?OpenDocument](https://www.dia.govt.nz/diawebsite.nsf/wpg_URL/Services-Casino-and-Non-Casino-Gaming-Examples-of-Authorised-Purposes?OpenDocument)
- 9 <https://www.redcross.org.nz/get-involved/fundraise/planning-your-fundraising-event/fundraising-toolkit-templates>
- 10 <https://www.worksafe.govt.nz/topic-and-industry/slips-trips-falls/>
- 11 <https://www.worksafe.govt.nz/topic-and-industry/manual-handling/lifting-carrying-pushing-and-pulling-whats-the-problem/>
- 12 <https://www.worksafe.govt.nz/topic-and-industry/temperature-at-work/>
- 13 <https://www.worksafe.govt.nz/topic-and-industry/event-management/managing-risks-at-events/>
- 14 <https://www.mpi.govt.nz/food-safety-home/fundraising-community-and-social-event-food-safety/>
- 15 <https://www.mpi.govt.nz/food-safety-home/food-allergies-intolerances/>